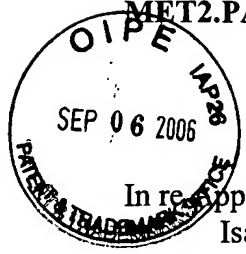


1FW 2623

MET2.PAU.02

PATENT



IN THE U.S. PATENT AND TRADEMARK OFFICE

In re Application of:)
Isaac BENTOLILA *et al.*)

Examiner: Johnson, Alan M.

For: SYSTEM AND METHOD FOR)
BEHAVIORAL MODEL CLUSTERING IN)
TELEVISION USAGE, TARGETED)
CLUSTERING, AND PREFERENCE)
ADVERTISING VIA MODEL PROGRAMMING)
BASED ON BEHAVIORAL MODEL CLUSTERS)

Group Art Unit: 2623

Response to the Office Action
Dated May 1, 2006

Application No.: 10/043,698)

Filed: January 9, 2002)

LARGE ENTITY TRANSMITTAL FORM

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

September 1, 2006

Sir:

Transmitted herewith is a Response to the May 1, 2006 Office Action and a Petition for One-Month Extension of Time in the above-identified application.

☒ The enclosed document is being transmitted via the Certificate of Mailing provisions of 37 C.F.R. § 1.8.

The fee has been calculated as shown below:

	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	16	-	15	=	0	\$50.00	\$0.00
INDEPENDENT	2	-	3	=	0	\$200.00	\$0.00
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM						\$360.00	\$0.00
						TOTAL	\$0.00